



# "Talk of the Town"

***The Newsletter of the Belle Fourche  
Chamber of Commerce***

JUNE 2008

ISSUE 94

## **AAA Travel Agents Visit Belle Fourche!**

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### UPCOMING EVENTS

**JUNE 4- CENTER OF THE NATION SPORTSMANCLUB MEETING**

**JUNE 7- 1884 HILLSIDE SCHOOL OPEN HOUSE & DEDICATION**

**JUNE 13 & 14- ALL CAR RALLY**

**JUNE 14- SD STATE CHILI COOK OFF**

**JUNE 14- BELLE FOURCHE AIRPORT FLY-IN**

**JUNE 15- FATHER'S DAY**

**JUNE 15- MOTORCROSS RACE**

**JUNE 25 THRU 29- SDHS RODEO**



Twenty AAA travel agents stayed over night on May 20th and familiarized themselves with Belle Fourche. The travel agent FAM tour, set-up by South Dakota Tourism serves to educate travel agents from the US and Canada on the vacation opportunities available to their clients in South Dakota. Several communities from across the state hosted the group. Ultimately the benefit will be increased customer traffic generated by these independent travel agents. A big thanks goes to Ace Motel, AmericInn Lodge & Suites, Kings Inn, Motel 6, Raptors Nest and Sunset Motel for providing complementary rooms. A chamber hosted picnic supper consisting of buffalo burgers, corn on the cob and salads was prepared and served by chamber staff and the Ground Floor provided the next morning's continental breakfast. Walter Stein of Paleo-Adventures gave a presentation on digging dinosaurs while Teresa Schanzenbach and Jordan Wilms focused on community history, events and points of interest.

WHERE YOU & THE WEST ARE ONE

# Chili Cookoffs

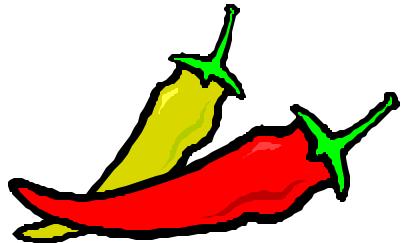


## **Chili Cooks Needed!**

Spice up your life in Belle Fourche. Take a stroll through Herrmann Park during the annual "Center of the Nation" All Car Rally and let the scent of cayenne pepper, cumin and peppers tickle your nose and taste buds. It's a wonderful way to be welcomed to the 9<sup>th</sup> annual "Center of the Nation" Sanctioned Chili Cook-off – an exciting one-day event.

Belle Fourche has been named the headquarters for the 2008 International Chili Society South Dakota State Chili Cook-off. The Belle Fourche Chamber of Commerce has organized and hosted the event since 2000. This year's state championship, held in conjunction with the "Center of the Nation" All Car Rally promises to be the biggest and best yet.

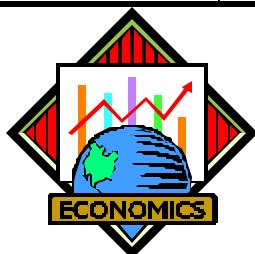
You will find one of the most unique gatherings of people ever to come together for a day of food, fun and friendly competition at Herrmann Park June 14<sup>th</sup>. The cook-off will include not only an ICS chili (no beans allowed) competition, but a number of other competition as well. These will include chili Verde competition (that's green chili, for all of you non-chili heads out there), Cowboy Chili (beans required), a people's choice chili competition, and salsa competition. Get revved up to tantalize your taste buds at the 2 pm public tasting. Proceeds from the adventurous taste-testers will be donated to the Northern Hills DAV Chapter 11. The proceeds will go to help local area veterans. For more information on the cook-off, or how to become a sponsor for this great event, call Tracy at the Chamber 892-2676, or email [events@bellefourche.org](mailto:events@bellefourche.org)



**Thank you to our Sponsors to date! Day Morris Law Firm, First Western Bank, Moncur & Sell CPA's, MSI, Northern Hills FCU, Pamida, Steward & Odenbach, Funeral Home of the Northern Hills.**

## Belle Fourche Economic Indicators (2008)

Building Permits	April 2007	April 2008	2007 Totals	2008 Totals
New Housing Units	2	4	25	<b>11</b>
Permit Fees	\$1,747.50	<b>\$3,568.00</b>	\$37,512.90	<b>\$11,914.50</b>
# Permits Issued	16	27	224	<b>60</b>
Commercial-New	\$0.00	<b>\$1,701,800.00</b>	\$2,996,700.00	<b>\$2,159,800.00</b>
Commercial Additions	\$30,750.00	<b>\$853,479.00</b>	\$1,225,219.37	<b>\$1,010,479.00</b>
Construction Values	\$256,030.69	<b>\$3,144,820.00</b>	\$6,154,477.86	<b>\$4,602,485.00</b>



### Sales Taxes Report

Total Sales Tax for 2005	<b>\$1,611,049.92</b>
Total Sales Tax for 2006	<b>\$1,791,211.64</b>
Sales Tax for 2007	<b>\$1,856,235.47</b>



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## Here's The Deal...

*Teresa Schanzenbach, Executive Director*

I have to admit that while I love all the moisture and seeing the Belle Fourche Reservoir full, it rained on my parade. Well, a parade of sorts that is. Saturday, June 14<sup>th</sup> is Flag Day and the Belle Fourche Chamber had planned to have a community celebration to raise all 50 state flags over the Center of the Nation Monument. It was going to also be a way to celebrate the finished bike path. The rain slowed the progress of the bike path, historic lighting, thus the Chamber will put its plans on hold for now. We will keep you posted but in the meantime that got me thinking.....

How many of us know how to properly display a flag, let alone understand all of the details of flag etiquette? Most people are not aware of flag etiquette at all. Did you know it is against flag code to wear the flag on an article of clothing or to print its image on anything disposable, such as paper plates, napkins and other picnic decorations? Although the Flag Code is violated in many ways each day, what it comes down to is the intent behind the way the flag is used. Below are the **Top Ten Flag Myths**

1. The Flag Code is the American Legion Flag Code. On Flag Day, June 14, 1923, The American Legion and representatives of 68 other patriotic, fraternal, civic and military organizations met in Washington, DC for the purpose of drafting a code of flag etiquette. The 77th Congress adopted this codification of rules as public law on June 22, 1942. It is Title 4, United States Code Chapter 1.
2. A flag that has been used to cover a casket cannot be used for any other proper display purpose. A flag that has been used to cover a casket can be used for any proper display purpose to include displaying this flag from a staff or flagpole.
3. The Flag Code prohibits the display of a United States flag of less than 50 stars. According to the U.S. Army Institute of Heraldry the United States flag never becomes obsolete. Any officially approved American flag, irrespective of the number or arrangement of the stars and/or stripes may continue to be used and displayed until no longer serviceable.
4. The Flag Code does provide for penalties for violations of any of its provisions. The Flag Code is simply a guideline for proper flag etiquette. The law does not provide penalties for violation of any of its provisions.
5. You must destroy the flag when it touches the ground. As long as the flag remains suitable for display, the flag may continue to be displayed as a symbol of our great country.
6. The Flag Code prohibits the washing or dry-cleaning of the flag. There are no provisions of the Flag Code, which prohibit the washing or dry-cleaning of the flag. The decision to wash or dry-clean would of course depend upon the type of material.
7. There has been a change to the Flag Code that no longer requires the flag to be properly illuminated during the hours of darkness. There has been NO CHANGE to Flag code section 6 (a), which states; "It is the universal custom to display the flag only from sunrise to sunset on buildings and on stationary flag staffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness."
8. The mayor, a town official, or a Post Commander can order the flag to be displayed at half-staff. The gesture of placing the flag at half-staff means that the nation or the state mourns the death of a highly regarded National or state figure, hence only the President of the United States or the Governor of the state may order the flag to be half-staffed in accordance with Flag Code section 7(m).
9. The Flag Code states that when the flag is no longer a fitting emblem for display it is to be disposed of by burning in private. The Flag Code as revised and adopted by the Congress of the United States in 1942 has never included the word(s) "private" or "in privacy". Section 8(k) of the Flag Code states: "The flag, when it is in such a condition that it is no longer a fitting emblem for display, should be destroyed in a dignified way, preferably by burning." Since 1937, The American Legion has promoted the use of a public flag disposal ceremony. This ceremony is a fitting tribute and an overt expression of patriotism, which enhances the public's understanding of honor and respect due the American flag.
10. The Flag Code prohibits the "fringing" of the flag. Fringing of the flag is neither approved of nor prohibited by the Flag Code. The American Legion considers that fringe is used as an honorable enrichment to the flag. Additionally the courts have deemed without merit and frivolous, lawsuits that contend that the gold fringe adorning the flag conferred Admiralty/Maritime jurisdiction.

## SD/WY Border Tax Seminars Offered in Rapid City and Gillette

(PIERRE, SD) - Two seminars being held next month will offer helpful state tax information to area business owners who conduct business in both South Dakota and Wyoming.

The South Dakota Department of Revenue and Regulation and the Wyoming Department of Revenue are hosting the Border Tax Seminars which are scheduled for Tuesday, June 3 at Western Dakota Technical Institute, CTC-A Room, 800 Mickelson Drive in Rapid City and Wednesday, June 4 at the Lecture Hall of Gillette College, 300 W. Sinclair in Gillette.

Each day a Sales and Use Tax Seminar will run from 9:00 a.m. to 12:00 p.m. with a Tax Seminar for Contractors scheduled for 1:00 p.m. to 4:00 p.m. Topics to be covered at the seminars include how and when to apply for a sales tax license; when to apply Wyoming vs. South Dakota tax; exemptions from sales and use taxes; agricultural products and production; how contractors' excise tax applies to South Dakota and Wyoming contractors; exempt entities; local taxes; use tax; and filing returns.

Both seminars are offered free of charge. Interested individuals can register by calling the South Dakota Department of Revenue and Regulation at 1-800-TAX (829)-9188 or on-line at [http://www.state.sd.us/drr2/businesstax/seminar/border\\_issues/sd\\_wy\\_registration.aspx](http://www.state.sd.us/drr2/businesstax/seminar/border_issues/sd_wy_registration.aspx)



### **6th Annual BFACC Hay Fever Fun Run/Walk (4 miles)**

Saturday, June 14

Event starts and finishes at the Belle Fourche Area Community Center

Time: Run 8:45 am Walk: 9:00 am

Cost: \$15.00 includes t-shirt/tank top.

Register by June 1st!

\$10.00 without t-shirt

**\$20.00 registration after June 1st**

Register early to guarantee T-shirt size and availability. Register at the BFACC

For more information,

contact Tessa @892-2467

or email: [programs.bfacc@midconetwork.com](mailto:programs.bfacc@midconetwork.com)



The Small Business Development Center (SBDC) helps new entrepreneurs realize their dream of business ownership and assists existing businesses in their efforts to remain competitive."

The Small Business Development Center Representative, Eric Christianson, will be at the Chamber on **June 17** to provide business consulting for new or existing businesses. If you need help with a current or expanding business idea, call the Chamber at 892-2676 for an appointment .

## New Members

**Bob's Remodel & Repair**

Robert Monnens, Handyman  
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**New York Life Insurance Company**

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**Gerald Keil - Butte County Republican Women**  
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**Western Souvenirs - Best Western of the Black Hill**  
**SBWP Thunder Road - Habeck Dairy**



Don't forget to check out our website, [www.bellefourchechamber.com](http://www.bellefourchechamber.com) for up-to-date information, our newest members, and to see what is happening in Belle Fourche! Got an event coming up? Don't assume we know about it. Give us a call so we can place it on the web site event calendar for all to see.

## Ribbon Cuttings!



Framing expert, Linda Cramer cuts the ribbon for the new framing shop located in Dakota Lumber. Owners Roger and Jean Bowman and their staff held an open house throughout the day to showcase the new addition to their store as well as the other new products/services they provide.



The Belle Fourche Community Action Team volunteers and guests are all smiles as President, Roger Schiffner cuts the ribbon to celebrate their new location at 703 Harding Street. Mayor Dave Schneider read a special proclamation for the event.



## 5 Easy Ways to Lose Your Customers

With the economy stagnating (or, depending on your viewpoint, in a recession) the last thing a small business wants to do is to alienate good customers or develop negative word of mouth. But that's exactly what some small businesses do because they don't listen to their customers, don't fully clarify the scope of the work, and/or don't fully deliver on what they promise the customer. Here's a fairly typical example.

A growing service provider in a niche industry spent a significant amount of money to have their website redesigned. The company had hired a small web development firm that promised both to make their site look more professional and to get it found in search engines. The company paid for the design work and signed a \$25,000 one-year contract for ongoing maintenance of the site and optimization.

The work the web developer delivered didn't live up to their promises.

The site had been redesigned with attractive graphics, however the graphics, which took up the top third of the page, didn't immediately resonate with the company's prospects. The reason: the graphic images displayed the technology that made the company's services work. There was nothing at the top of the page to make any of the company's typical customers realize that this company had solutions for their industry and specific needs, even though the company had asked to have industry-specific graphics included.

In fact, the only way to find out what the company sold or who it served was to scroll down below the graphic and read through a block of gray-colored type.

It didn't look like much had been done to optimize the site, either. The text looked like it had been copied from a company brochure, with no attempt to include keyword-bearing headlines, or include appropriate keywords in the body of the text. And most of the pages had identical title tags and metatag descriptions, a no-no for optimization purposes.

The web developer had done a link building campaign, but apparently the links were placed in link directories that had no page rank and which were not likely to bring in any traffic from real prospects.

The company that hired the web developer asked them to make changes in the graphics and the metatags. The changes took weeks to complete. The result was somewhat better, but still didn't have the type of graphics they had specified. So, they had to wait weeks more for additional changes to be made.

I don't know why the web developer failed their client so badly. I suspect one reason is that they got in over their heads. They decided to promote themselves as being able to help companies get found on the web and bring in more business, without really knowing much about search engine optimization or about marketing and selling to industrial businesses.

I also suspect they may have overbooked themselves, taking on more clients on maintenance contracts than their staff could handle.

Still a third possibility is that the contract didn't clearly spell out what the web developer would do to "optimize" the site for search engines.

No matter what business you're in, you can avoid alienating your customers by following these practices:

- Stick to what you know. Don't promise to perform any service unless you know what performing that service really involves.
- Listen to your clients. Really listen to them. Deliver the solution they need, not the one you think they need or want to give them.
- Make your contracts as specific as you can. Spell out exactly what you'll do for the amount you'll charge. Be specific about what, if anything you require from the customer, at what point the customer can see and approve the work in progress, how long the whole job will take, and what ongoing maintenance or support consists of. Go over the contract carefully with the customer so they know exactly what to expect.
- Don't take on more work than you can handle.

Take care of your existing customers. Treat them like gold, not yesterday's leftovers. Those existing customers could bring you a steady stream on repeat and referral business if you live up to their expectations.



Did you know that the Belle Fourche Chamber of Commerce was the first in South Dakota?



All Car Rally Advertising Items/Coupons for Registration Bags will be assembling 125 bags for participants for this years Rally. Please call 892-3376 to have your items picked up by June 6th!



## The Buck Starts Here!

2008 Black Hills Roundup Rodeo tickets are on sale now at the Chamber of Commerce office.

Pick up your tickets today before they are all gone!.

And don't forget about those Caravel Tickets as well!

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Lesly Freese, Broker Associate	484-8657
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June 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2  City Council	3	4 Center of the Nation Sportsman Club Meeting 7pm  BFACC	5	6	7 1884 Hillside School Open House & Dedication 2 to 4 pm  DWD Gulch Resort Bus 9am
8	9	10  Chamber Board Meeting	11	12	13 <i>All Car Rally</i> 	14 <i>All Car Rally</i> <i>SD State Chili Cook off</i> <i>Fly-In</i>
15 <b>Moto Cross Race</b>  Father's Day 	16	17 SBDC  City Council	18	19	20	21
22	23	24	25 SDHS Rodeo 	26 SDHS Rodeo 	27 SDHS Rodeo 	28 SDHS Rodeo   DWD Gulch Resort Bus 9am
29 <b>SDHS Rodeo</b> 	30				July 3rd, the 2008 Black Hills Roundup begins!!	



The Newsletter of the Belle Fourche  
Chamber of Commerce

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Past President	Jeff Otterman (08)

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Teresa Schanzenbach	Executive Director
Tracy Shellhammer	Marketing/Events
Gregg Galea	Office Representative

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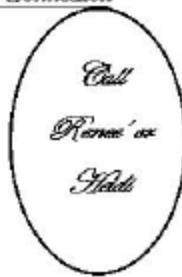
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